



FOR IMMEDIATE RELEASE

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Transamerica Opens a New State-of-the-Art Lab Created to Continually Evolve its Business-Building Platform through Agent Input

January 11, 2019 — Transamerica announced today the opening of the Innovation Zone, a state-of-the-art lab in Johns Creek, Georgia where agents are welcome to review new technology as well as test and offer feedback on the future of these platforms. Built in partnership with Salesforce, an industry leader in client relationship management technology, the Innovation Zone is a collaborative space that ties all aspects of the agent platform and displays them in one location. It offers agents an opportunity to be part of the development process of technology that aims to maximize their ability to help families build a lifetime of financial security.

The ribbon-cutting ceremony for the Innovation Zone was held on November 15 in Johns Creek, Georgia, and hosted by Dave Paulsen, Chief Distribution Officer. Fifty field agents were selected to attend the ceremony and test the sales platform demos.

“One of the reasons we believe the Innovation Zone is so unique is that it gives agents real-time ability to see what’s being developed, connect with the developers, and let them know their needs and priorities. Through the Innovation Zone, the agents can give us their valuable input about the tools, systems, and technologies they need to best serve their clients and train their agents,” stated Paulsen.

Seasoned, as well as prospective, agents from all the distribution areas are encouraged to tour the Innovation Zone and interact with the platform on test computers, providing their feedback and suggestions. The new, high tech, sales platform offers demos on business building strategies, including identifying top prospects and action steps, servicing and maintaining existing clients, and growing relationships. It also offers training to help field agents to increase productivity and efficiency in their organizations.

“Our goal is to provide our agents with the best that technology has to offer, so they can help their clients build financial security for life. The Innovation Zone gives our agents a place to participate in the development of the tools that will help their clients achieve this goal and, in doing so, will help our agents achieve a higher level of success,” said Paulsen.

About Transamerica

With a history that dates back more than 100 years, Transamerica is recognized as a leading provider of life insurance, retirement and investment solutions, serving millions of customers throughout the United States. Recognizing the necessity of health and wellness during peak working life, Transamerica’s dedicated professionals work to help people take the steps necessary to live better today so they can worry less about tomorrow. Transamerica serves nearly every customer segment, providing a broad range of quality life insurance and investment products, individual and group pension plans, as well as asset management services. In 2017, Transamerica fulfilled its promises to customers, paying more than \$35.6 billion in insurance, retirement, and annuity claims and benefits, including return of annuity premiums paid by the customer. Transamerica’s corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Based in the Netherlands, Aegon is one of the world’s largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2017, Aegon managed \$982 billion in revenue generating investments. For more information, please visit www.transamerica.com.



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